

**IN THE UNITED STATES DISTRICT COURT FOR  
THE EASTERN DISTRICT OF VIRGINIA  
NORFOLK DIVISION**

**Latasha Holloway, *et al.*,**

**Plaintiffs,**

**v.**

**City of Virginia Beach, *et al.*,**

**Defendants**

**Civil Action No. 2:18-cv-0069**

---

**PLAINTIFFS' BRIEF IN OPPOSITION TO DEFENDANTS' MOTION FOR  
SUMMARY JUDGMENT**

---

**PLAINTIFFS' EXHIBIT 33**

Minority Business Council 2006 Annual Report (DEF12966-12986)

# Virginia Beach Minority Business Council 2006 Annual Report, December 12, 2006



DEF12966

# Liaisons and Members

- **Councilman Ron Villanueva, City Council Liaison**
- **Councilman Bob Dyer, City Council Liaison**
- **Ms. Louisa Strayhorn, Governor's Liaison**
- **Mr. Michael Stewart, School Board Liaison**
- **Mr. Prescott Sherrod, Chairperson**
- **Mr. Dan Pearsall, Vice-Chair**
- **Mr. William R. Brown, Financial Counselor**
- **Ms. Wanda J. Cooper, Secretarial Officer**
- **Mr. Luis Rivera, MBC Member**
- **Mr. James K. Hill, MBC Member**
- **Mr. Edwin Tirona, MBC Member**
- **Mr. John M. Williams, MBC Member**
- **Ms. Linda Bright, MBC Member**
- **Mr. Michael Chinn, MBC Member**
- **Ms. Angelica Ceron, MBC Member**

DEF12967

## **Minority Business Council Vision**

**To be the leading influence in  
contractor resources with  
city opportunities.**

# **Minority Business Council Mission Statement**

**Advance and facilitate an environment of business opportunities, focusing on increasing expenditures to minority and women-owned businesses by the City of Virginia Beach as a means to further the City's economic development and vitality.**

## Goals

**Identify and encourage city agencies and firms projecting the city's image to fairly reflect Virginia Beach as a City of ethnic and racial diversity when carrying forward the city's business.**

# Goals

continued

**Help achieve and maintain the opportunity for improved minority business participation levels in the procurement process for goods and services and construction and housing.**



# Strategies

- Minority Awareness
- Outreach Programs
- Policy Development
- Data Collection & Analysis



DEF12972



# Major Accomplishments

- Ordinance Change
  - Strengthened requirements for construction
  - Bids and RFP's
  - Women and Minority Participation Plans
- Networking events
  - With Governor Kaine's staff – April 7
  - VDOT and SBA – August 4
- Liaisons
  - VBDA
  - School Board
  - Governor's Office
  - Additional City Council Liaison
- Increased number of on-going Contractor Counselings
- Improved MBC Website –  
[www.vbgov.com/finance/mbc](http://www.vbgov.com/finance/mbc)
- Most successful MBC EXPO
- By Laws and Vision



DEF12973

# Major Accomplishments

continued

- Newly created Relationships
- US Internal Revenue Service
  - Empowerment 2010
  - US Small Business Administration
  - Virginia Department of Minority Business Enterprise
  - Virginia Department of Business Assistance
  - Hampton Roads Hispanic Chamber of Commerce



DEF12974

# Major Accomplishments

continued

## ➤ Partnered with:

- Economic Development Business Appreciation Golf and Networking Event;
- Various City departments to participate in the USA Black Pages Directory

## ➤ Database:

- Obtained approval from DMBE to access their SWAM database (realtime model)



# Major Accomplishments

continued

## ➤ Participated in:

- Matchmaking Session for the National Association of Women Business Owners
- VMSDC Business Opportunity Fair
- Empowerment 2010 Small Business/Veterans Owned Businesses Conference
- Black EXPO Steering Committee

## ➤ Benchmarked with:

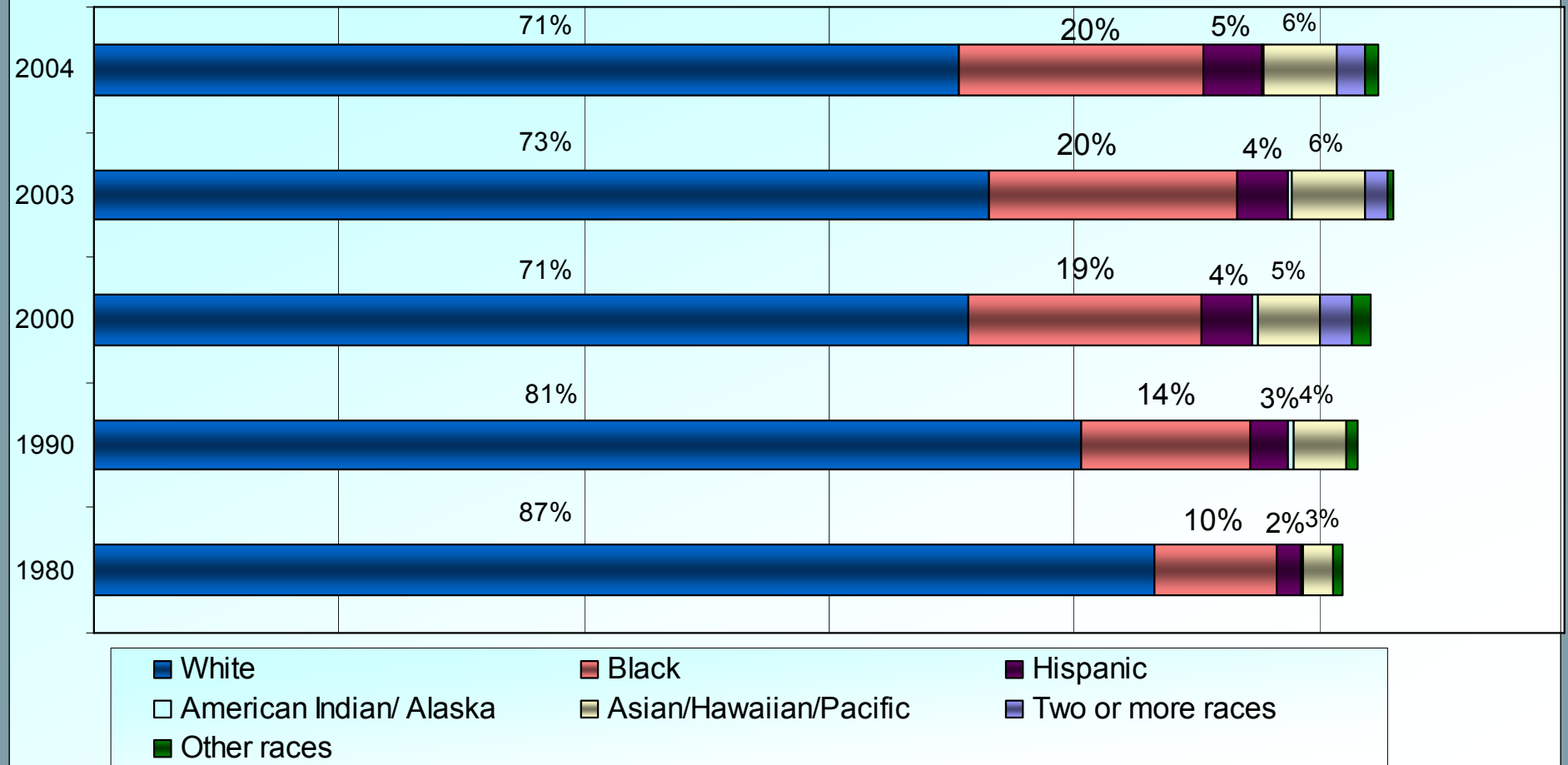
- City of Jacksonville
- City of Charlotte

## ➤ Increased Minority Expenditures and Awards



# Virginia Beach

## POPULATION DIVERSITY

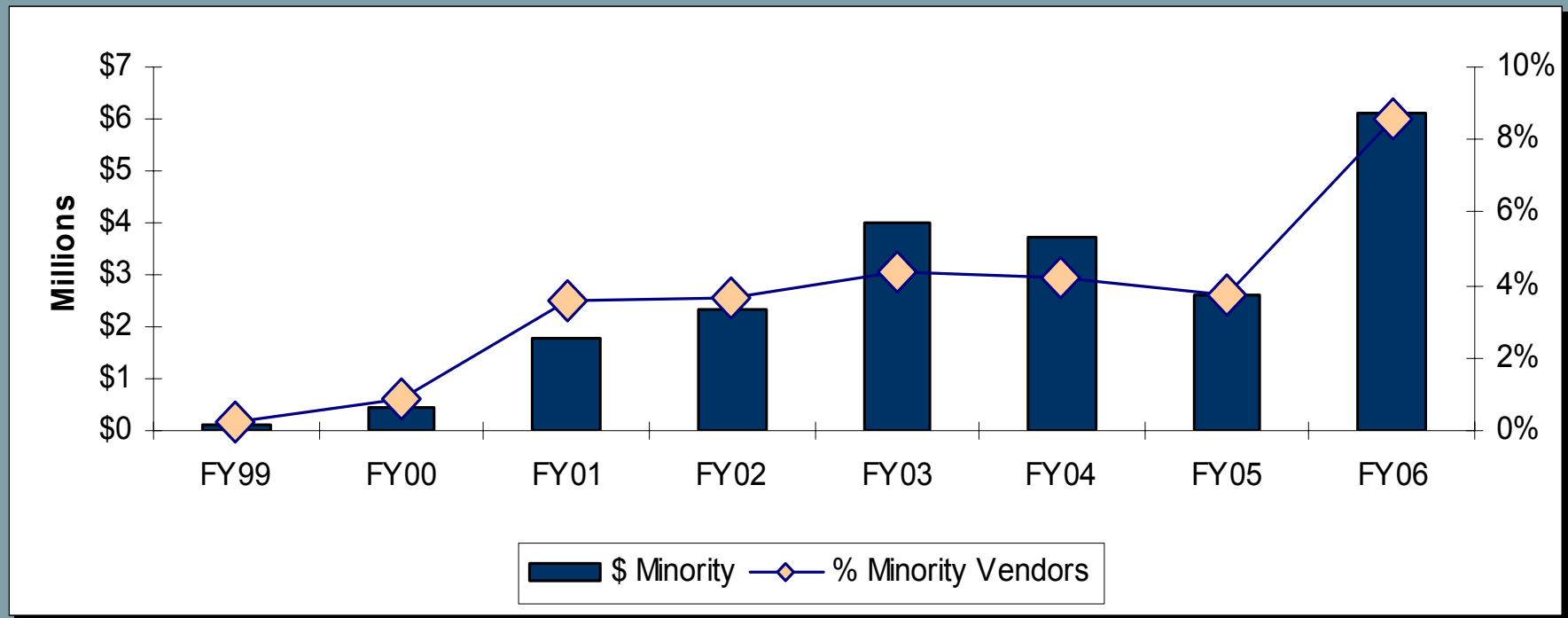


Source: U.S. Census Bureau; American Fact Finder; American Community Survey

DEF12977

## Award Data

### Goods and Services Contracts over \$50,000 - 8.58% to Minorities

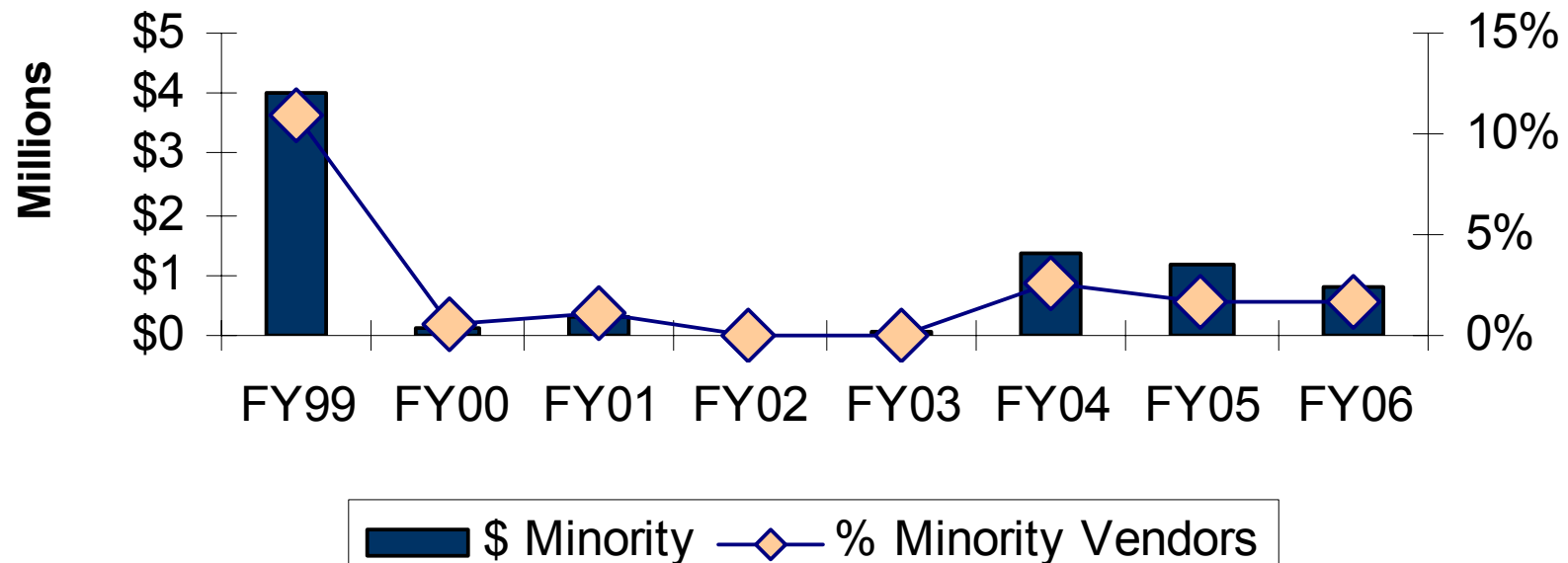


**2006 = \$6.1 million**

DEF12978

## Award Data

### Construction Contracts Awarded – Contracts Over \$50,000

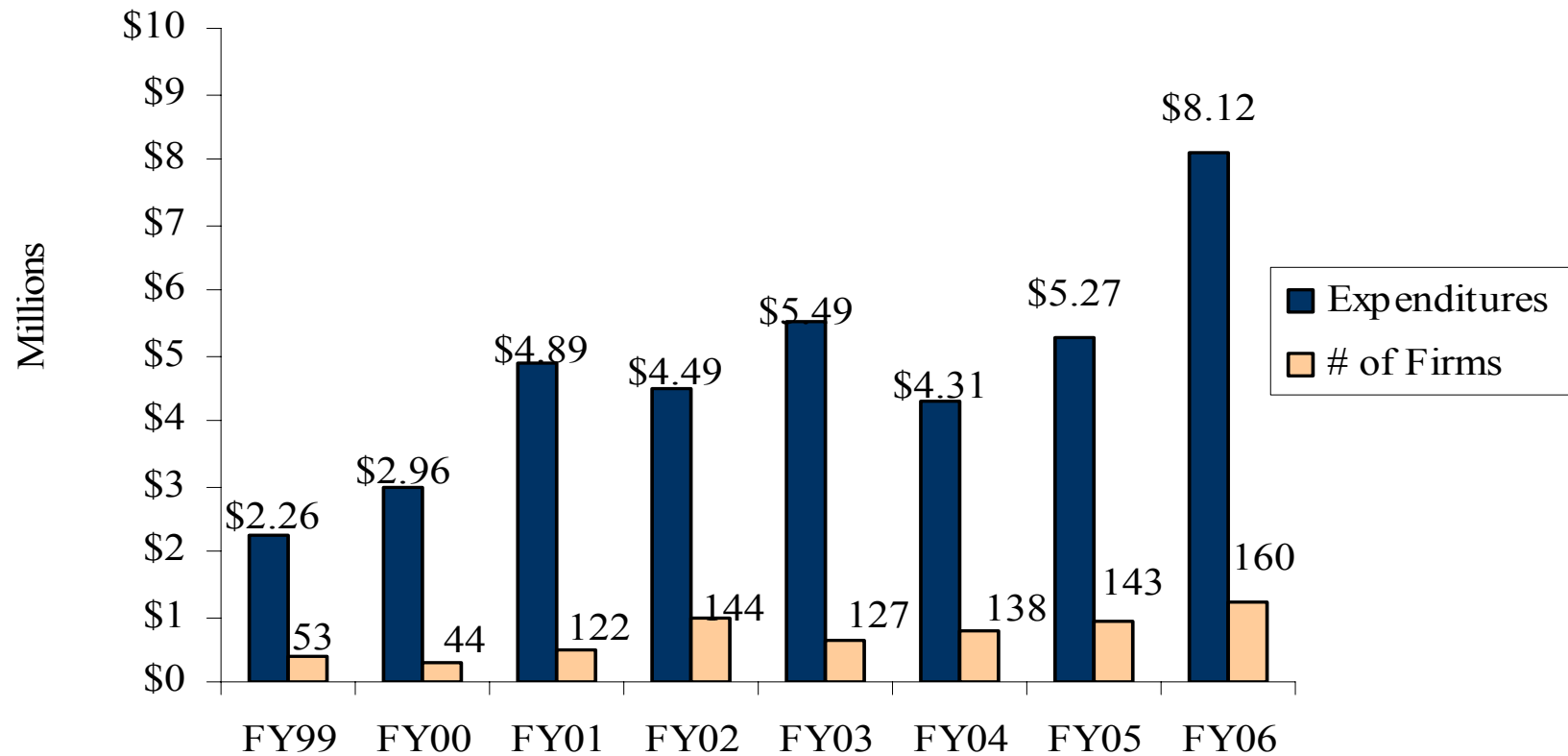


**Total for 2006 - \$814,700**

DEF12979

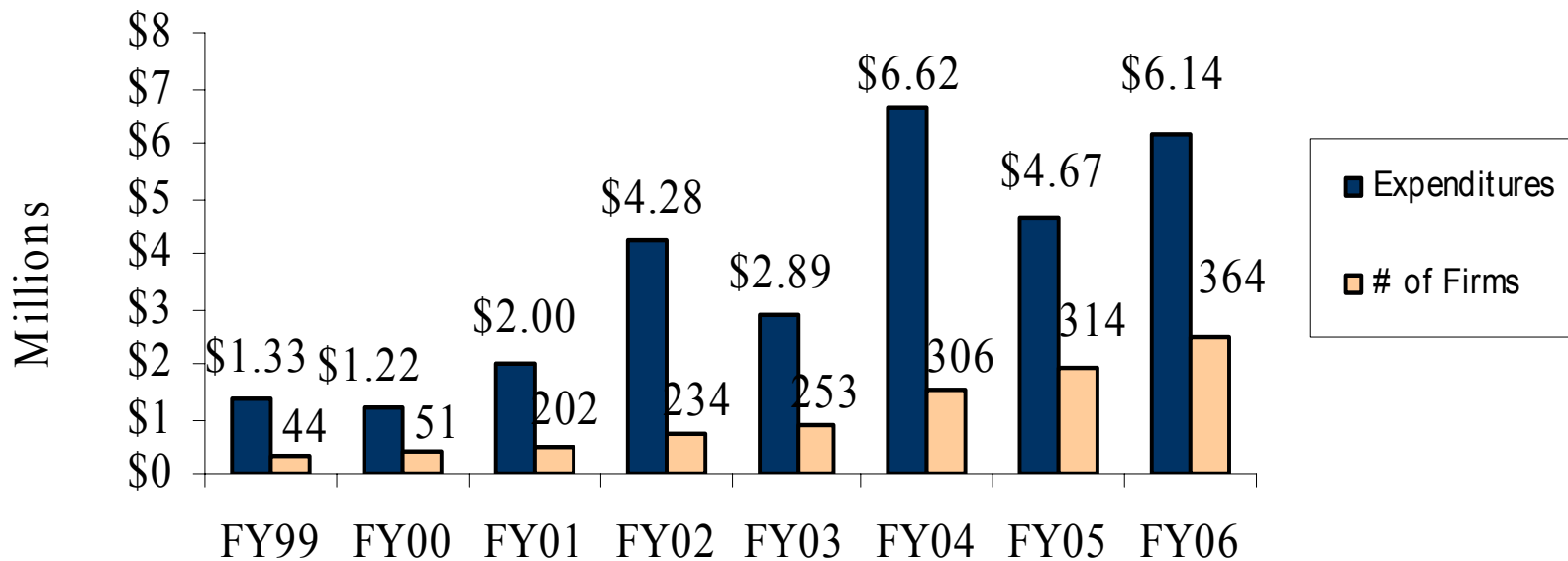


## Payment Data for Minority Owned Businesses



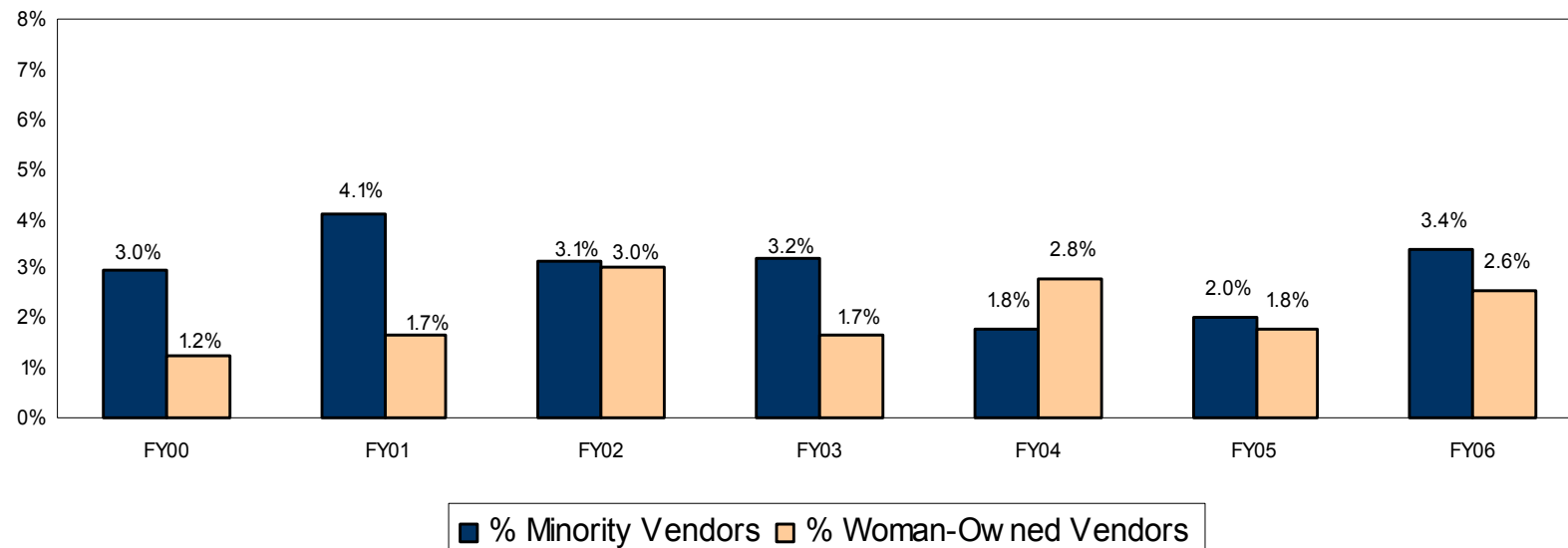
**\*Data Includes Minority Women-Owned Business Payments**

# Payment Data For Women Owned Businesses\*



**\*Data Excludes Payments to Minority Women-Owned Firms**

## Payment Data Percent of Total Payments Minorities and Women-Owned



DEF12982

# Next Steps

- Improve access to and disseminate annual forecasts of contract opportunities
- Continue to form new partnerships
- Continue to monitor progress
- Active participation in establishment of local Chapter of the National Association of Minority Contractors



# Next Steps

continued

- Build stronger relationships with City departments
  - Administrative Directive
  - Recognition and Awards
- Continue to build database and website
- Evaluate contractor performance



# Next Steps

continued

- **Contractor assistance program**
  - Access to Capital/ Scholarships
  - Private Sector Support and Mentoring
  - MOU with the Department of Business Assistance
- **Hire Minority Business Specialist Representative**
- **Strengthen partnership with Small Business Administration**
- **Continue to look for opportunities to debundle requirements (where feasible)**





# Questions and Answers

## Thank You for Your Support



DEF12986